

My application for The Leadout Project had been going very well until I reached the last question. I was supposed to create and carry out a plan that would promote competitive cycling in my community. Although almost all the kids in my community know how to ride a bike, it is rare for them to experience the culture of road riding. Before kids can compete in any sport they must first enjoy it at a recreational level. After much thought I decided that the best way to introduce my community to the sport would be through the annual century ride in Fernie BC, The Highline 100 (<http://www.highline100.com>). The ride is a fundraiser for the local hospital and ski team. It is made clear that the ride is not a race; is filled with many stops and ends with a group lunch. The goal is to encourage people to ride to help the community grow. I talked to my friends and was able to recruit quite a few new riders to participate. When the day of the ride finally came there was a group of ten kids between the ages of 14 and 17 that I was going to ride with. Everyone was grouped in the parking lot waiting for the ride to start and we were



discussing our plan for the day.

Although everyone in the crowd was an athlete, for many people it would be their first time on a road bike. We decided that the day would be the most fun if we stayed as a group for the duration of the ride. We rolled out of the start chatting and singing with everyone excited for the day. The beginning of the ride went great, everyone was in a great mood and we were happy to be taking our time.



However when we reached the two-hour mark and had only gone 30km we decided it was time to pick up the pace. We organized ourselves into a pace line and made it our goal to catch the group of woman ahead of us. Riding in a more structured format allowed us to achieve this goal with ease.



Even though we all knew it was not a race we still celebrated as we passed the other group. Once we were comfortably ahead we abandoned the idea of a pace line and rode together to one of the many stops along the way: cinnamon buns.



While we were enjoying our snack in the shade we were able to recruit a couple new riders to our group. Once the team was feeling regenerated we set off to make the last pull to the US border. When we finally reached the border we were happy to learn that we only had 20km left to complete our ride. The group took a few minutes to enjoy a snack at the border before we turned around to head back. Approaching the finish we were all excited for the lunch that waited. As we crossed the finish line parents were there to congratulate us and lead us to the food. We ate lunch together and were all happy with



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After lunch we decided the best way to celebrate our ride would be to go swim in the near by lake. We jumped in wearing a mix of cycling kits and bathing suits. It was the perfect way to end the day. The Highline 100 was a great introduction to road riding. It created a non-threatening and fun environment where everyone was able to appreciate the sport. The kids that participated in the ride have since been riding a few times and are just breaking into the sport. I would not be surprised if some of them made the commitment to race next summer!